

..What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
Aug. 24, '48

"Ahram"
"Assas"
"Ikhwan"
"Kotla"
"Misri"
"Sawt el Umma"

Subject:

Points: Papers using:

ARABIC PRESS

PALESTINE -- General situation; Egyptian Commandos leader killed; Iraq and Transjordan unify leadership of their armies; Cairo talks on Palestine; Azcarate meets Nokrashy; Jews violate truce 18 times in one day (M,S); U.S. Export-Import Bank refuses to give loan to Israel (I); British Foreign Ministry holds political conference to study Palestine problem (M); 33,000 Jews enter Palestine (M); Glubb Pasha says tragedy of refugees is main reason for interference of Arab countries (Ah); Jamal El Husseini's statement on U.S. policy towards Palestine...	218	Ah,As,I,K,M,S.
CAIRO -- Egypt celebrates 21st anniversary of the death of Saad Zaghloul Pasha...	68	Ah,As,K,M,S.
MOSCOW TALKS -- Stalin & Molotov meet Western envoys; major issue is control of currency in Berlin (As); Optimism of Western circles in Moscow vs pessimism of diplomatic services in Washington (Ah); will the talks be followed with quadripartite conference (I)...	47	Ah,As,I,M,S.
BERLIN -- Hundreds of Soviet solidors flee from Red Army in Germany (Ah); Soviets continue provocation; U.S. official released; German Democratic Christian Party office in Soviet zone closed (S)...	40	Ah,As,K,M,S.
ARAB POSITION AT SECURITY COUNCIL in danger; Arab countries talk with others on it...	26	Ah,K,M,S.
SYRIA -- Mardam forms new Cabinet yesterday...	18	Ah,As,I,K,M,S.
NEW YORK -- Married men exempted from military service; Consequent rush for marriage...	15	Ah,M.
LONDON -- Attlee attends important meeting to discuss reduction of demobilization rate...	13	As,M.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news to reflect the individual point of view of the newspaper. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
GREECE -- Civil war...	12	Ah,As,M,S.
WASHINGTON -- World need for U.S. dollars; Sterling block recovery necessary for Europe's recovery...	12	As.
LONDON -- Bishop of Canterbury prevented from visiting U.S....	10	M,S.
FORMER ITALIAN COLONIES -- Foreign Ministers talks to end next week...	8	As,M.
WASHINGTON -- Will Russia suspend diplomatic relations with U.S. because of involving Russia's representatives in espionage cases?...	8	M.
LONDON -- U.S. Government supports union of Ireland; will Ireland,when unified, side with the Western Powers?..	8	I.
WASHINGTON -- Chiefs of U.S. Army Staff discuss strategic international problems...	7	Ah.
MARSEILLES -- Churchill arrives in Franco...	7	Ah,M.
UNESCO decides to accept Israel in Lebanon conference as an observer if it asks for it...	6	Ah.
RANGOON -- Big battle expected to break out; Rebels advance toward capital...	6	M.
BERNE -- tension between Switzerland & Rumania...	5	M.
BELGRADE -- Yugoslavia will not participate in International Red Cross Conference as protest against the participation of Spain...	4	S.
ECA buys industrial commodities for Europe (USIS)...	4	As.
WASHINGTON -- Crop prospects good in Europe (USIS)...	4	As.
U.S. AMBASSADOR to Egypt arrives (USIS)...	4	I.
LONDON -- Talks between U.S. and Britain to use British raw materials for military production in U.S....	4	M.
WASHINGTON -- Truman says U.S. shipbuilding to flourish anew (USIS)...	2	As.
VIENNA -- Soviets suspend five papers in their zone of Austria...	2	M.

FRENCH PRESS

August 24, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

PALESTINE -- General situation; refugee problem; Egyptian Commandos leader killed; Iraqi-Transjordanian agreement for unification of command; Arabo-Jewish Conference in Jerusalem...	37	J,P.
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Subject:	Points:	Papers using:
MOSCOW TALKS -- Western envoys meet Stalin and Molotov; Communiqué on talks not expected to be issued before Conference is definitely over; Washington pessimist...	32	J,P.
LONDON -- Premier Attlee convenes British Cabinet to study strategic international problems...	25	J,P.
BERLIN -- Russians release U.S. official; Christian-Democrats banished in Soviet Zone; American tanks patrol Berlin...	18	J,P.
CAIRO -- U.S. to revise its Palestinian policy after Presidential elections to advantage of Arabs says Jamal el Hussein...	17	J.
WASHINGTON -- American Army staff Conference...	15	J,P.
GREECE -- 3,000 rebels find refuge in Albania...	14	J,P.
ROME -- Devaluation of Italian lira denied...	12	J,P.
CAIRO -- Bernadotte asks nomination of 5 observers in Egypt...	11	J.
BRUSSELS -- Belgium and Italy favor European Assembly...	10	J,P.
LONDON -- U.S. Consul refuses to give visa to Bishop of Canterbury...	8	J,P.
SAN SEBASTIAN -- Air Convention signed between Franco and Spain...	6	P.
KOSENKINA AFFAIR -- Lomakin to leave N.Y. on Saturday...	6	P.
TEHERAN -- Yugoslav Legation official asks USSR protection...	6	J.
CHURCHILL arrives at Aix-en-Provence...	2	P.

EDITORIALS

FRENCH PRESS:

For Peace... "Progres Egyptien."

ARABIC PRESS:

Arabs Prepare for the Decisive Stage in the Palestine Cause -- "Ahram."
The Future of Ex-Mixed Courts Lawyers -- "Ahram."

Generation and Duty -- (on the duties the Saad Zaghloul generation achieved) -- "Assas."

Man's Rights -- (on the Human Rights Commission and the freedom of press) -- "Ikhwan."
The Indian State and Palestine -- (on India preventing Hyderabad from sending 1,000,000 rupees to Palestine's Arab refugees) -- "Ikhwan."

Iraq and the Palestine Cause -- "Misri."
Rush on Schools -- "Misri."